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UNITED STATES DEPARTMENT OF AGRICULTURE

Extension Service

Office of Exhibits

A Summary of the Exhibit

OUR AVERAGE IS LOW

A scenic booth exhibit showing the average annual production of milk per cow for the United States and the leading dairy countries of Europe, and dairy statistics by states.

Specifications

Floor space - - - - - 10' front, 5' 10"
Wall space - - - - - None. (deep.
Shipping weight - - - - - 1180 lbs.
Electrical requirements - 110 Volts A.C.
Current, 900 Watts for lights,
and small motor.

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How It Looks

The main feature of this exhibit, shown by the center section, consists of a large concave disk 5-1/2 feet in diameter representing the world slowly revolving from west to east. As each country appears and approaches the center of the section an electric light is automatically turned on to illuminate the country and a cut-out cow, placed in a horizontal position. The figures on the side of the platform, upon which the cow stands, give the average annual milk production for cows of that particular country. After each cow passes the center, the illumination is turned off until the next country appears. This revolving feature is continuous and gives the viewer an idea of how the United States compares with the other countries in the average production of milk per cow.

Just below this feature, on a shelf, is seen a small model of a dairy cow. The text on the placard attached to the shelf gives the average annual production of milk per cow in this country.

Each of the side sections contains two graph maps of the United States which give interesting and instructive statistical information by states regarding purebred dairy cattle, milk production, etc.

The booth is 10 feet across the front, 5 feet 10 inches deep, and 7 feet high.

What It Tells

It is always interesting and often gives an incentive to greater effort in improvement, to compare the cows of the United States with those of other countries. The latest available figures showing average production of milk for the cows of each country show that the United States stands in sixth place with a production of 4,260 pounds. Netherlands leads with 7,585, the order of the others being as follows: Switzerland, 6,614; Denmark, 5,622; The United Kingdom,

5,562; Germany, 4,850; United States, 4,260; Canada, 4,003; Sweden, 3,600; and France, 3,599 pounds.

It is also shown that the United States has made a marked increase in average production per dairy cow in the last 22 years. Following are the statistics: 1910, 3,113 pounds of milk; 1917, 3,716; 1920, 3,627; 1921, 3,945; 1922, 4,021; and 1923, 4,260. The lesson in this exhibit is that the dairymen of the United States should bring their average production up to compare with that of the other leading dairy countries of the world. This could be done by better feeding, breeding, and closer culling. It would result in more dairy products being produced without increasing the number of dairy cows.

Where to Get Information

The following publications may be obtained free of charge from the U. S. Department of Agriculture, Washington, D. C.

F.B. 1446, Cow Testing Associations and stories the records tell.

F.B. 993, Cooperative Bull Associations.

D.B. 905, Principles of Livestock Breeding.

Y.S. 841, Runts and the Remedy.

F.B. 743, The Feeding of Dairy Cows.

M.C. 12, Handbook for Better Feeding of Livestock.

F.B. 1443, Dairy Cattle Breeds.

D.B. 1069, Relation of production to income.

D.B. 1071, Influence of season of freshening.

Cow Tester's Handbook.

